CANADIAN MOVING PICTURE
Digest

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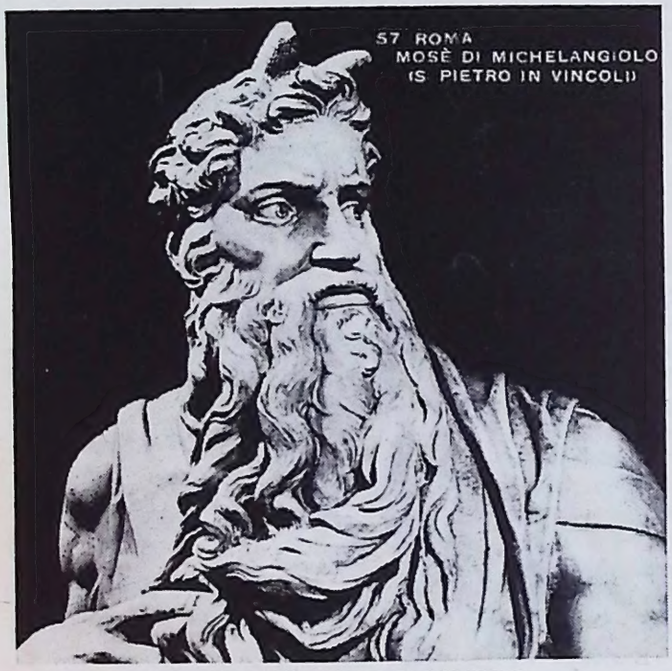
EDITOR AND
PUBLISHER
HERMANT BLDG.
21 Dundas Square
TORONTO

THIRTY-FOURTH YEAR OF PUBLICATION 1915-49

Vol. 41, No. 12 TORONTO, CANADA July 16th, 1949

Roma, Magnifica Roma, Eternal Alma Madre



MOSES BY MICHAELANGELO
— *"unmarked and untouched by war"* —

THE translation of the heading: "Roma, Magnifica Roma, eternal, alma madre" is "Rome, beautiful Rome, ancient and maternal". I have presented the two portraits on our editorial page because they give you a message from Italy which pages of words could not present so effectively.

The statue of Moses by Michelangelo stands in a most important public square in Rome, *unmarked and untouched by War* — a War which was different to any other of which we have knowledge; and during which period the greatest enemy which the Israelites have ever had in their history, and who destroyed everything which had even a remote Jewish connection, *did not dare touch Michelangelo's statue of Moses.* Even at a time when the Nazi moved freely in Italy because of Hitler's alliance, Hitler and his so-called Master-Mind Counsellors were forced, when in Rome, to accept Moses and to keep their dirty hands off.

We can not brush this thought away by telling ourselves that the Nazis did not dare to destroy masterpieces. We know they dared, and that they even destroyed masterpieces of their own Germans because a great-grandmother, or some other family connection of a world-famous scientist, or artist happened to be Jewish.

In Rome, I visited the Jewish Synagogue and read the Memorial Tablets, the names of those Italians of Jewish Faith who died in the First War, and the names of those who died in World War II, with still another plaque to the memory of "The Innocent Victims of Hitler's Command", who were deported to concentration camps.

The superintendent of the Synagogue was a typical Italian in appearance, and so was his assistant. Neither of them could speak anything but Italian. Perhaps they could have spoken Israel's Hebrew, but the only word I knew was Sholom, with which they greeted me and which I understood.

I have not investigated the politics of Italy, since I am a guest in this country; and to pass a positive opinion after a few weeks' visit would be bordering on impertinence. But I have heard, and I have observed, that thre are as many political parties in Italy as there are in the U.S. and in Canada, and among them are those who profess that they belonged to the Fascist Party and are still Fascists.

(*Continued from Page 2*)

POPE PIUS XII
— *"natural, human, and benign"* —

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
21 DUNDAS SQUARE · TORONTO

Screen Reviews By Mr. Public

By STEPHEN VISE

"It Happens Every Spring"

(20th-Fox)

HOLLYWOOD'S one undisputed talent is its ability to make an ingenious picture out of a silly idea. In "It happens Every Spring", Director Lloyd Bacon and Writer Valentine Davies have accomplished just this sort of thing. Putting their heads together, they have concocted a rather amusing comedy which involves a college chemistry professor in major league baseball.

The professor (Ray Milland) looks very much like any other earnest promising, and underpaid member of that discredited profession but don't let appearances fool you! There lurks behind his mighty mind for facts and figures a violent passion for baseball and an influencial coed (Jean Peters). One day in his lab, he accidentally discovers a compound that can satisfy both his desires: he learns that his home-brewed insecticide acts as a wood repellent. Now with the spring baseball season just beginning and his need for money to get married, he slowly comes to realise how the repellent can be put to best advantage — so off he goes to St. Louis to become a pitcher.

The rest is history. Once out on the diamond, he shatters all pitching records with an unbelievable number of strikeouts. Each time, just before he throws the ball, he rubs it against the hollow of his mit (it has a hole in it) which contains a pad soaked in the precious liquid compound. When the ball approaches a bat it avoids it like a plague by abruptly hopping over it. Such goings on soon lead his team to the World Series where disaster almost overtakes the professor because his catcher and roommate (Paul Douglas) has been using the stuff for a hair tonic. Needless to say that the game is won by a hair — or to be exact, by a head of hairs.

This delightful bit of nonsense is kept fresh by the combined comedy antics of Milland and Douglas. Ray looks sufficiently misfit as a scientist on the mound, and Paul provides a nice comic contrast by being all baseball player and frequently ungramatical.

"Barkleys Of Broadway"

(M-G-M)

AT last the good old days of the 30's are back again — the days when Astaire and Rodgers sang, danced, romanced, and made motion picture history, beginning with "Flying Down to Rio" (1933) and sadly ending with "The Story of Vernon and Irene Castle" (1939). Somehow, the other partners Fred got after Ginger left him to play serious roles never quite came up to her. But now, 10 years later, the pair are re-united, and fortunately time has been good to them. Fred at fifty, wearing a well-made toupee, looks boyish and charming, and his feet show no visible signs of wear and tear; Ginger is still trim, pert, and reddish blond.

Perhaps the dancing is a little more subdued in comparison with the dips, glides, and whirls they took in the past, but the flawless teamwork and facile sophistication has never left them; and their acting and comedy has all the mellowness which comes from being veteran troupers. The most typical Astaire — Rodgers number is set to the suave music of the only George Gershwin song in the picture, "They Can't Take That Away from Me". Then there's a cute new Scottish number in which they take a kilted Highland Fling at each other, and a clever bit of fantasy solo work by Fred as shoemaker who dances in his shop with countless dozens of magic shoes coming down from the shelves.

The story of "The Barkleys of Broadway" is slight though entertaining enough to fill in the gaps between the singing and dancing. It's about a hoofing team of a man and wife and rather autobiographical because the heroine (like Ginger in real life) breaks up the team to become a successful actress in serious drama.

As for the music, the one Gershwin song does not seem enough, but brother Ira Gershwin supplies Harry Warren some lyrics which flatter the latter's music.

« Prairie News »

By J. J. CONKLIN

HARRY A. BERCOVICH, owner of the Broadway theatre, Regina looked back on June 21st to 30 years of show business in the city.

He's been managing Regina theatres since June 21st, 1919, when he came to the city as Saskatchewan supervisor of the Allen theatre enterprises and, prior to that, he managed two houses at Moose Jaw. He entered show business in the spring of 1917 when he joined the Allen theatre organization in Edmonton.

Mr. Berovich built the Broadway theatre, which opened Jan. 1, 1930, and closed two years later because of the depression. He reopened the Broadway in March, 1942. A son, Arnold, is manager.

* * *

Parking on side roads has been forbidden by the municipal district of Springbank, near Calgary. The move is aimed primarily at the area near Calgary's drive-in theatre.

* * *

Barbara Ann Scott starred in a three-day ice carnival presented under Queen City Figure Skating club auspices. Total attendance was 13,379.

* * *

Recent Regina visitor was Larry J. Beard, Toronto, western division manager for Famous Players. He conferred with J. D. "Jack" Watson, of the Rex.

* * *

R. J. Bower, assistant director of Travel and Publicity Bureau, announced that within two weeks Dudley Picture Corporation would start production of a Manitoba film in its series "This World of Ours." The film will follow general pattern of travelogues for which Dudley Corporation was recently given an Academy Award.

In co-operation with Provincial Travel Bureau, a director and two camera men will operate in various parts of the province to take pictures of scenery, highways, parks, country fairs, and other phases of Manitoba activity.

ROMA, MAGNIFICA, ROMA

(*Continued from Page* 1)

This is not surprising since Fascism was the governing ideology at the time some of these Italians were born; and those who oppose the Fascist Party say no worse of this party than we say of political parties with which we are not in accord. I have even heard the word 'DICTATOR' in the United States and in Canada prior to, during, and after an election campaign.

A visit to Italy will reveal many things to you. First, that, in Italy, it is very easy to be a Catholic. *The Rule of Rome is natural, human and benign.* No member of the Catholic Faith strains to be a Catholic. He or she just is. That is all there is to it. This easy religious State may be due to the fact that, in Italy, there is no need for adjustment as a minority; and that, in Rome, there is a City within a City (Vatican City) of which Pope Pius XII is not only Divine Ruler, but the political head.

If there is an Anti-Semitism in Italy — that boring mental disease which is so prevalent on the American Continent and in other countries which are very proud of their superior civilization, — I have not discovered this malady here. In fact, it is difficult to tell a Roman from an Israelite. They all look alike and have the same mannerisms, and a similarity of names.

If this easy adjustment between two faiths can continue, then perhaps Rome itself will continue for many years to be truly *"Roma Eternal, Alma Madre"* — ancient mother of all.

—THE EDITOR

RAY PRESENTS

WHILE visitors to Italy find conditions pleasant because GOD HAS MADE this country wondrously beautiful, and this country has been blessed with men and women who contributed their genius and their talents to enrich its natural inheritance, there is still the problem of low wages and increased costs. Because rents have been frozen, many people still are able to retain homes and apartments, for which they would be obliged to pay, at the present rental values, ten times as much as they now do. Their low wages, or salaries would make such increased rentals impossible.

The people in Italy appear to be well-dressed, and to be properly nourished. The fact that a few beggars, children, men and women follow the old 'Alms For The Love of Allah' custom, having regular "beats" where rich Americans sit for their cooling or quenching drinks, or prosperous Italians cool off in the same fashion, is not an indication of anything. Beggars you will find everywhere. In some countries they sell pencils or apples, but "Brother can you spare a dime" is an international business and language.

I DO not know how or when business is done, but it evidently is done; for theatres are open, pictures are presented, deals made for home and foreign countries and production activities discussed in this City of Rome where everything, including banks, closes at noon.

With the exception of the banks, which do not reopen in the afternoon, business resumes again from 2.30 to 4 P.M., the time varies for certain enterprises, and then it continues perhaps until 8 p.m. at which time some of the film offices close. Then one will have dinner between 8.30 to 9.30 P.M. No wonder the Continental breakfast is sufficient, which means brioche and coffee or chocolate; for dinner, the previous night, is a real pleasurable business operation — everything from "soup to nuts" — and you may finish off at midnight.

All is silent here concerning Stromboli, Ingrid Bergman, Rossellini etc. Spyros Skouras was in Rome recently, en-route to Greece and had a conference with Mr. Mosco and Mr. Potsios of Minerva Films. Mr. Skouras arrived in his own plane and with his own pilot, a most convenient way to travel.

Sir Alexander Korda was also in Rome. In fact Rome appears to be a central point for a constant influx and exit of film visitors of distinction.

THE announcement that Jennifer Jones was given the Best Actress of the Year Award in Paris means that Jennifer Jones received the French Oscar. Sir Laurence Olivier's "Hamlet" received the French Oscar for the best foreign language picture of the year. Louis Jouvert, the French Award for best actor, and Michele Morgan for the best French actress of the year.

Best French picture award went to Jean Cocteau for, "Les Parents Terribles"; best French Film direction to Jean Delannoy for "Yeux Du Souvenir". Walt Disney received an award for "Dumbo' and "Bambi", and Gregory Peck received an award as the best foreign actor. Peck was unable to attend to receive his statue in person. Best foreign film direction went to Alfred Hitchcock for "Notorious".

The Award to Jennifer Jones as the best non-French actress of 1948, was made by Robert Lacoste, Minister of Commerce and Industry.

DESPITE the fact that everyone in Rome appears, like everyone in Toronto, to know more about your business than you do, it is reported that David O. Selznick and Jennifer Jones are now in Switzerland and have not yet been married.

Ilya Lopert reports that he will open a new picture at the World Theatre, New York, August 15th. "Coronne De Ferre" (The Iron Crown) is now in its fourth week at the Rialto, New York and appears to be the only picture beating the heat-wave.

THE success of "Somewhere in Europe" which Lopert has for the U.S., and Selznick-Alliance will release in Canada, is becoming phenomenal. In France, it is maintaining its record business wherever it plays, subsequent runs in Paris and other parts of France having kept up the pace which it established during its first run. In Canada, Selznick-Alliance will release two versions — Italian with English titles and an all-French version.

I read that the vaudeville policy at the Palace Theatre, Broadway, has proven so successful that that RKO has returned to Vaudeville all over the circuit, after its motion picture career covering a period of fourteen years. From 1913 to 1932, the Palace was the dream of Vaudevillians and what a show this theatre gave you! I can remember the days of Will Rogers, Elsie Janis, Eddie Cantor, George Jessel, Nazimova, Durante, W. C. Fields, Burns and Allen, and, somewhere back in my mind, is Ethel Barrymore in 'The Twelve-Pound Look.'

IT must be close to two years since Paul Graetz produced "Devil In The Flesh" for Universal, but it was not shown in New York because of alleged objections to its subject matter. It has finally opened at the Paris Theatre and is considered a decided hit. Bosley Crowther in his review of it states, "It stands as a triumph for the film's makers, its distributors and, to a degree, for our censor board, that this honestly created picture should at last be shown".

At Locarno, Switzerland, there will be a three day International Film and Press conference (July 9-10-11) which I will attend, following which I will visit Florence, the tomb of Puccini, and other famous landmarks and museums.

Preparations are proceeding with Dr. Borghi for his production of the Life of Puccini. Incidentally, it is Dr. Marios Borghi to whom I am indebted for my visit to Adriana's Villa, an unforgettable experience of which I will write in the following week's Digest. And perhaps I will send along the poem which I wrote, the title of which is "Adriana's Villa".

Raffaello Potuelli, attached to Italian Embassy, on reading a copy of this poem, dedicated to his friend, Dr. Borghi, gave me a translation of the poem in Italian, for which I am most grateful, and added in a pleasant little note; "I read your "Adriana" and I found it so beautiful that I had to try to translate it into Italian".

Toronto and District

By BILL PRESS

THE Ontario Federation of Home and School Associations, Toronto, representing 675 organizations in the Province with 60,000 adult members, has protested to the Theatres Inspection Branch about the presence of unaccompanied children under 16 years of age in theatres for evening shows.

The Federation has requested the provincial inspectors to prosecute exhibitors for any infraction of the regulations which prohibit the admission of unaccompanied juveniles except before 6 P.M. on Saturdays and Statutory holidays and during school holidays.

* * *

The Palace at Hamilton staged an all-cartoon show for juveniles on Wednesday morning, July 6. The advance publicity was unusual in that the children were advised to "Have Mother buy your tickets now."

* * *

It is not yet officially settled that the meeting of the National Committee of the Motion Picture Exhibitors Associations of Canada will be held during Labor Day week in Ottawa, although the dates are available at the Chateau Laurier. A later period is desired to get closer to the prospective September opening of the new Parliament.

* * *

Shooting is promised shortly at the St. Hyacinthe studio on the Quebec Productions' picture, "Le Cure de Village", for which Lise Roy, Ovila Regarde and Dennis Drouin have signed contracts for leading roles.

* * *

The ballots for the British Film Awards at the Odeon Theatre, Kingston, were used by Manager Ford for a draw for an electric kitchen range in which the participants were required to answer a mystery question. The naming of Robert Newton as the actor for a forthcoming role was the answer. The film poll entry forms therefore served a double purpose.

After covering the federal election campaign, Jack Karr, film reviewer of the Toronto Star, is taking his much-needed vacation.

* * *

The Biltmore Theatre, Kingston, has been conducting an "Optimist Road Safety Quiz" series on the stage each Saturday afternoon, with different schools supplying the participants in succession as rival teams. Plenty of local excitement has developed among the juveniles.

* * *

The gossip in Toronto theatre circles is that big-time vaudeville will return before the end of the year to compete with the night clubs and to bolster patronage generally. * * *

Mr. William Todd will replace Mark Berman as office manager of Peerless Films, Toronto.

* * *

The latest service for patrons at the Famous Players' Skyway Drive-Ins in Western Ontario is the cleaning of windshields free of charge. * * *

Manager George Robinson of the Odeon Theatre, St. Thomas, made a big publicity splash when the cooling system was completed by Alco Air Conditioning Engineers Limited, Toronto. A combination page was published in the St. Thomas Times-Journal.

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Address all mail to the Publisher
CANADIAN MOVING PICTURE DIGEST COMPANY, LIMITED
21 Dundas Square - Toronto
Telephone: WAverley 8596
Cable: Raydigest
Established 1915. Publication weekly.
Subscription: $5.00 yearly

— Correspondents —

A. L. FAIRWEATHER.....Saint John, N.B.
J. J. CONKLIN.....Winnipeg, Man.
BRUCE PEACOCK.....Regina, Sask.
JACK DROY.....Vancouver, B.C.
WILL McLAUGHLIN.....Ottawa, Ont.
BILL PRESS.....Toronto, Ont.

Manager Dunc Campbell of the remodelled Mountain Theatre, Hamilton, has introduced a Saturday morning feature in the staging of a juvenile film performance.

* * *

With the severe drought conditions over a large area of Ontario the question has already arisen as to whether or not the Hydro-Electric Commission will again have to resort to power blackouts for the coming fall and winter.

* * *

In the warmest part of the recent hot spell the Biltmore Theatre at Kingston staged a "Chill Show" for a midnight performance to offset the heat for patrons. The program consisted of "The Face of Marble" and "Behind the Mask".

* * *

The Rio Theatre, Toronto, held another all-night show in connection with the Dominion Day holiday but midnight performances elsewhere were conspicuous by their absence because of the heat and the Friday date. The Toronto drive-ins featured fireworks during the evening.

The Skyway Drive-In and Odeon units at Hamilton conducted owl shows while at Ottawa the Regent and Centre had fair crowds for midnighters.

TRADE HEADLINES

NY First Runs Gain

●

British Industry Votes Delay On Theatre TV

●

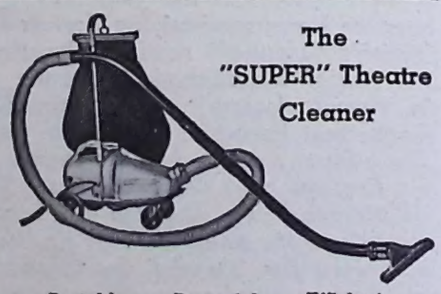
Deneau Urges Star Tours To Build Attendance

●

First Half '49 Sets Record For Theatre Construction In US

●

RKO Meet Set For Toronto July 14



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UA Celebrates 30th Birthday

Formed on April 17th, 1919, when the movies were hardly out of their swadling clothes, United Artists Corp. celebrates its 30th anniversary this year. In commemoration of that event, the company will stage a mammoth sales drive in what promises to be one of UA's biggest product years.

The corporation was originally organized in such a way that each of the producers retained entire control of their respective pictures. This arrangement introduced a new method into the industry, a method which remained relatively unique amongst the major companies until a few years ago when high government taxation brought into being numerous new financing schemes.

UA, like many other companies, has had its ups and downs in 30 years of operation. Yet, today, ownership of the company is still vested in two of the original founders — Mary Pickford and Charles Chaplin, both of whom take an intense personal pride and interest in the company. In fact, one of the rumored reasons why the recently discussed UA financing deal did not go through was simply that, although she stood to make a good profit through selling out, Miss Pickford wished to remain associated with the company which she has helped to guide for 30 years.

Since the release of "His Majesty, The American" which starred Douglas Fairbanks and was the first UA release in 1919, the company has released more than 500 feature productions. With that achievement behind them, they are speeding full ahead into their 31st year of operation. As Charles Chaplin, the Canadian General Manager put it (and very neatly, too), *"With people of the press and radio, 30 means the end. But, with the help of Doug Rosen, Al Iscov, Sam Kunitsky, George Heiber, Abe Feinstein, Buster Radus, Harry Wolfe and all the boys, as far as UA in Canada is concerned, 30 is only the beginning."*

NFB Readies 5

With the National Film Board's "VALLEY OF GOLD", dealing with gold mining in the Abitibi region, already playing theatres across Canada, the CANADA CARRIES ON unit is readying five more outstanding productions for late summer and autumn releases: for August there will be "Famous Fish I've Met" a Kodachrome sports film featuring Greg Clark and Pete McGillen, noted Canadian sports writers. This is to be followed by an as yet untitled film on visual education in schools. The October release "White Fortress" will indicate the vital place the modern hospital plays in the life of the Canadian community; and in November there will be a Canada Carries On on Canadian ballet.

Republic Profits Up

For the 26 weeks ended April 30, 1949, Republic Pictures Corporation and its subsidiaries report a net profit of $839,456.77 before Federal Tax Provision, (estimated Federal normal and surtaxes of $335,000.00) or a net after taxes of $504,456.77; as compared with a net after taxes for the same period in 1948 of $236,832.85.

JARO 16mm Appoints Two

Mr. Albert Glazier has been appointed Sales Manager for the Amusement Film Division of JARO 16 mm. Ltd.

Miss Isabell Oullahan will act in a like capacity as Sales Manager for the Instructional and Religious Films Division.

One of the most outstanding groups of fine motion pictures in United Artists history constitutes the continuation into 1949 of United Artists policy of distributing great box-office attracions:
RED RIVER starring John Wayne, Montgomery Clift, Joanne Dru.
TOO LATE FOR TEARS starring Lizabeth Scott, Don DeFore, Dan Duryea.
IMPACT starring Brian Donlevy, Ella Raines, Helen Walker.
CROOKED WAY starring John Payne, Ellen Drew, Sonny Tufts.
COVER UP starring William Bendix, Dennis O'Keefe, Barbara Britton.
OUTPOST IN MOROCCO starring George Raft, Akim Tamiroff, Marie Windsor. Actually filmed in Morocco with the French Foreign Legion.
AFRICA SCREAMS—the most hilarious of all Abbott and Costello comedies.
CHAMPION starring Kirk Douglas, Marilyn Maxwell, Ruth Roman. A thrilling box-office champion of the year.
HOME OF THE BRAVE starring James Edwards, Douglas Dick. Acclaimed by all as the most dynamic emotional picture to come from Hollywood.
THE GREAT DAN PATCH starring Dennis O'Keefe, Gail Russell, Ruth Warwick, Charlotte Greenwood. A loveable down to earth story of the world's greatest trotter. Real family entertainment.
BLACK MAGIC starring Orson Welles, Nancy Guild. A truly great motion picture - magnitude - spectacle - action - love - thrilling, suspenseful.
- - and soon to be released Edward Small's INDIAN SCOUT - TWILIGHT - RED LIGHT - GUN CRAZY.

EL Endorses TOA TV Plan

Arthur B. Krim, President of Eagle Lion Studios, Inc., today informed Gael Sullivan, Executive Director of TOA, that he was "in 100% agreement" with TOA's proposal for the utilization of television trailers to advertise feature motion pictures. This

Latest additions to the TOA TV trailer plan approvers are Paramount Pictures and Twentieth Century-Fox. This brings to eight the total of motion picture producers who have endorsed the TOA project.

Barney Balaban, President of Paramount Pictures, Inc., wrote Mr. Sullivan: "We are heartily in favor of the utilization of television trailers to advertise feature pictures. This is a natural medium for our purpose . . . "

Charles Einfeld, Fox VP, is quoted as saying: "We have been giving considerable consideration to this whole problem and have come to the conclusion that the television medium will require specially designed trailers. The findings and recommendations which your letter contained will be most helpful in the experimentations which we are presently conducting."

makes the fifth company to endorse the TOA plan, the others being R.K.O., Republic, Universal - International, Monogram, and Irving Allen.

"It is a healthy sign," Mr. Krim said, "that the exhibitors are taking a lead position in stimulating more use of television advertising. This will naturally cause every company to consider the use of television in the preparation of their campaigns and more and more material for televising will become available to the exhibitor which will be a healthy thing for everybody."

Anderson To Be U.S. Envoy

Robert Anderson, National Film Board director of the Mental Mechanism series "Feeling Of Rejection", "Over - Dependency" and "Feeling Of Hostility", will leave today for New York on leave of absence for a year to work as Film Officer for the Joint Mental Health Film Board in the United States.

In the United States the series was acclaimed by the lay as well as the professional press. The possibilities were immediately recognized by American professionals and shortly afterward the Joint Mental Health Film Board was established to produce similar films and explore the medium.

Preparations Underway For Variety Ball Game

The fund-raising committee of the Toronto Variety Tent held a meeting to prepare for the benefit baseball game July 21 between Toronto and Montreal in aid of the Variety Village.

MITCHUM FOR MONEY...NOW!

A MAN OF ICE...

A WOMAN OF FIRE...

A GUY WITH A GUN...
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RKO RADIO PICTURES

Maritime News

By A. L. FAIRWEATHER

AN interesting visitor to St. John was Mr. Sidney Sale who operates the Grenada Theatre at Dover, England. Mr. Sale is visiting his daughter in St. John and strolled into the Paramount Theatre for a chat with F. Harrison Howe, manager. The theatre owner is greatly impressed with St. John, its natural beauties and lovely surroundings, and states that his daughter Mrs. L. J. Tweedie who has been out from England only two years is most happy in her home in the Loyalist City. Mr. Sale's Theatre is linked up with the Don Productions.

* * *

Mayor Joseph Le Blanc of Shediac and manager of the Capitol Theatre there took a prominent part in the celebration of the annual Lobster Festival recently when a Beauty Queen was elected and Old Home Week observed.

* * *

Mr. and Mrs. Russel Pancoast of Miami, Florida, motored to St. John and are guests of Mr. and Mrs. Mitchell Franklin at their summer home at Tynemouth Creek. Mr. Pancoast is a prominent architect of Miami.

* * *

Friends will be sorry to learn that Leslie Kerr of Eagle Lion at St. John is ill in the hospital following an operation and will wish him a complete recovery.

* * *

Visitors in St. John have been Alex Metcalf, Toronto, who represents Empire - Universal 16 mm. films and who tours the Maritimes; H. Haines of the Frontenac Theatre at Shippigan, N.B.; Jos. McCalvy of the Capitol, Tracadie, N.B.; and Aleck Cousins of M.G.M. Head Office, Toronto.

* * *

Herwin Kierwin, manager of the Regent Theatre, St. John (Franklin - Herschorn Chain) who has undergone an operation in hospital is recovered and is back at his post.

* * *

Your correspondent spent the long week-end of July 1st at Hampton where she visited her cousins who live in the old Fairweather homestead, the house having been built in 1796.

* * *

Ivan Haley, manager of the Mayfair Theatre at Dartmouth, N.S., who is Deputy Mayor, is busy with plans for the "Soap Box Derby" which is a feature of the celebration of Dartmouth's Natal Day in August.

Over a hundred friends tendered Mr. and Mrs. Gerald Hoyt a surprise party at the Reforth Club House on the 25th anniversary of their wedding. A chest of flat silver was presented to the "bride and groom". Gerald Hoyt is manager for Eagle-Lion in St. John and operates the Community Theatre at Quispansis, about 18 miles from St. John.

* * *

The marriage of Marie Wedge to John Melanson took place recently. Marie is on the staff of United Artists at St. John and will continue with the office there.

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« Capital Story »

By WILL McLAUGHLIN

MANAGING - DIRECTOR Tommy Gorman had his first set-back since taking over the Auditorium when the show failed to go on as advertised in advance. "Tales of the Vienna Woods," starring gorgeous Melitza Korjus of Hollywood fame, had been cancelled in Toronto, broken up in Montreal the preceding night, and it never got near Ottawa. But quite a few persons didn't realize the star of "The Great Waltz" was not coming to the capital. Several hundred turned up at the Auditorium doors, the disappointments were many but peaceful. The advance sale was over $2,000, all of which was refunded as the reserved tickets were returned to the box-office.

* * *

In summertime, a theatre manager's fancy turns to thoughts of cool riversides, lakes and mountains far from the city. Ray Tubman, Famous Players' district supervisor and resident manager of the Capitol Theatre, motors back and forward each day to his summer cottage on the Ottawa River, near Aylmer, Que. Mrs. Tubman and their daughter, Beverley, have taken up residence at the cottage for the season.

* * *

Henry Marshall, manager of Famous Players' Regent Theatre, has taken a cottage for the warm months at MacGregor Lake, in the Gatineau Hills about 16 miles from the city. Gord Beavis, manager of the newly-opened Odeon Theatre, is spending the summer vacation in his home town of Peterborough, Ont. Ernie Warren is visiting Hamilton for a short spell; Frank Gallop, of the Centre, is arranging a fishing trip at a nearby Quebec lake, while other Ottawa managers have yet to announce vacation plans.

Ernie Rawley, managing - director of Toronto's Royal Alexandra Theatre, has booked a date at the Auditorium here for the personal appearance of George Formby. The English screen comedian will appear early in September with his London Music Hall troupe for one performance.

* * *

Both the Capitol and Regent Theatres (Famous Players) are marking time over the proposed alterations and renovations to be made, as announced some months ago. Regent plans call for an entire new entrance on the corner of Bank and Sparks Street, but estimates for his work have not been received from contractors up to this writing. Famous Players have ambitious plans under consideration for extensive exterior and interior changes at the huge Capitol, but manager Ray Tubman told this corner that no contracts have yet been signed for what will be a major job in theatre reconstruction. The Regent will remain open for business during alterations, although an earlier announcement, unauthorized by manager Henry Marshall, said the Busy Corner Theatre would close for several months this summer.

* * *

Fred Robertson, owner and operator of the Mayfair Theatre in Ottawa South, has a group of well-diggers boring for water on property nearby the theatre. Freds idea is an artesian well to provide a cooling system, fire protection and other water needs, independent of the city mains.

THE EDITORIAL PAGE

TRADE OBSERVATIONS

PRE-SOLD PICTURES. There are such things—every now and then. But the bigger they are the bigger they can be sold for the benefit of the local theatre showing them. And that's why, at this time, some of the most important news breaking in the industry concerns the showmanship that is applied to the product from Hollywood, or elsewhere.

Two weeks ago, this corner had something to say about the dollars-and-cents value to the exhibitor of wrapping up his show in attractive ribbons—the garnishment being high standards of projection, attractive surroundings, comfortable, well-ventilated theatres.

There are too many demonstrations of the public's interest in movies to bother with citing any one of several recent outstanding incidents along that line. There's plenty of proof that the public will react to the glamor of the films and their stars whenever showmanship really goes to work and produces a good ballyhoo show.

But there have been several instances of smart showmanship which are well worth noting—with applause for those responsible. Among them:

And another demonstration of smart showmanship—tied up with films, it is true, that apparently have the stamina to carry the ball that has been passed to them—is currently on display in New York where:

* * *

THREE SHOWMANSHIP STRIKES. There are three hits—count 'em—running merrily through projectors at New York theatres that have come over from the J. Arthur Rank production centers in London. Whether the pictures—"Hamlet," "The Red Shoes" and "Quartet"—are for the so-called carriage-trade or not, is beside the point at the moment.

All three of these British imports have had the benefit of the right kind of handling to realize their full potential as attractions for particular theatres.

The record for all three is remarkable: "Hamlet," on June 1, began the ninth month of its run at the classy Park Avenue Theatre; "The Red Shoes" opened up its thirty-third sell-out week at the Bijou on Friday; "Quartet" is playing its tenth week to capacity at every show at the Sutton—also a "class" house.

In each of the three cases, the showmanship has been geared to do the right job for the pictures. In each case there has been just about the right amount of the various ingredients to put the pictures over. The selling was not too strong, not too restrained, but just what was needed to let the pictures sell their own particular brand of entertainment.

So we get back to where we came in with this discourse. The pre-sold picture is the rare pearl for which a showman could spend a lifetime of hardship and poverty to seek—and perhaps never cash in on.

* * *

SELL THE PICTURE. If the show is good enough to book, it's worth all the showmanship energy a theatreman can produce with every bit of know-how, inspiration and perspiration of which he's capable.

—*CHICK LEWIS*

3 TOP BOXOFFICE SMASHES!

EXPLOITATION LEADERSHIP
EAGLE-LION
Films of Canada, Limited
Montreal, Toronto, St. John, Winnipeg, Calgary, Vancouver

EAGLE-LION
EXCEPTIONAL ENTERTAINMENT

Vancouver News

By JACK DROY

SEVEN U.S. films have been placed in the Adult Entertainment category by the B.C. Board of Censors. They are: "The Champion", "The Crooked Way", "Too Late For Tears", "Jigsaw", (all U.A.) "Colorado Territory" (W-B), "The Hideout" (U-I), "Mighty Joe Young" (RKO), and a French film, "Panique" (Panic) (International Film Distributors.)

* * *

Ivan Ackery, Orpheum theatre manager, is holidaying at Qualicum Beach on Vancouver Island. Walter Hopp is pinch-hitting for Ackery at Western Canada's largest movie house.

* * *

Jerry O'Brien who formerly owned the Unique Theatre at Unity Saskatchewan is now on the staff of the International - Cinema here . . . Tommy Boudreau is a new member of Odeon-Plaza staff . . . Tom Bailey, ex-film salesman, is now projectionist at the Cinema . . . Betty Rendall is the new secretary at Eagle-Lion Films — succeeds Marge Schwartz, resigned. . . George Mansel, Vogue Theatre doorman, on vacation . . . Bob Fraser, Hastings maanger, had a busy two weeks holiday, building himself a home in North Vancouver.

* * *

Jack Randall, Strand manager, is wearing a big smile these days. Reason? Jack's 16-year old daughter, Maureen, was awarded a bronze medal for placing second highest in Britannia High School which she attends.

* * *

Pauline Hogg, secretary of Jimmy Patterson, 20th-Fox manager, was married to Frederic Bronson Jr. of Ottawa on July 9th; honeymooning South of the Border . . . Louis Litchinsky, MGM Calgary Booker, is spending his vacation in B.C. . . Another visitor is Mike Phillet of the Phillet Circuit here from Winnipeg. Larry New, a former Famous Player manager, is now with Northern Construction Co. at Bridge River in the B.C. interior . . . John Cooshik quit the Plaza and is now with the Dining Car department of the Canadian Pacific Railroad at Vancouver headquarters.

* * *

Leo Sweeney of Vancouver has been appointed to the Appeal Board under the Moving picture Act in British Columbia. He takes the place of "Al" Williamson, former Vancouver newspaper columnist on the News Herald, now ranching at Horsefly, B.C.

Ted Foley, Business Agent for Projectionists Local 348 is proud of his 15-year old son, Tom Foley, who was the winner of two scholarships for his ability to excel on the violin. Early in June he won a $100 award offered by the Sir Ernest McMillan Club of B.C. and last week he collected a $250 scholarship from the Vancouver Women's Musical Club.

* * *

The new Lougheed Drive-in Theatre recently opened near Vancouver is running Sunday midnight shows, the first outdoor theatre to do it in B.C. The Cascades Drive-in a few miles away have installed a Merry-Go-Round for the kiddie patrons.

Three Vancouver girls are back in town for the summer after touring the U.S. and Eastern Canada with "Oklahoma". The lassies include Tish McLeod, daughter of Roy McLeod, manager of the Vogue Theatre, and Josephine Andrews and Lois Smith. They'll rejoin the show in New York in the fall. The girls are very enthusiastic about show business.

* * *

Lou Feinstein, who sold his Roxy Theatre here, is now operating a downtown cafe.

* * *

William M. Winterton, son of Mr. and Mrs. William "Bill" Winterton, Saskatoon, graduated with distinction in law at the University of British Columbia. Mr. Winterton Sr., is manager of the Capitol, Saskatoon.

Trans-Canada Showings

Use This Information As Your Guide On Release Dates

TORONTO

DOWNTOWN
"Gunga Din" (RKO) ,and "The Lost Patrol" (RKO).

EGLINTON-UNIVERSITY
"The Fan" (20th-Fox), with Jeanne Crain and Richard Greene.

IMPERIAL
Second Week. "Sorrowful Jones" (Para.), with Bob Hope and Lucille Ball.

LOEW'S
Third Week. "The Barkleys of Broadway" (MGM), Technicolor, with Fred Astaire and Ginger Rogers.

ODEON-CARLTON
"The Weaker Sex" (EL), with Ursula Jeans and Cecil Parker.

SHEA'S
"Sand" (20th-Fox), Technicolor, with Mark Stevens and Coleen Gray.

TOWNE CINEMA
Sixth Week. "Paisan" (Cardinal).

UPTOWN
"Illegal Entry" (UI), and "Act of Violence" (MGM).

MONTREAL

CAPITOL
"The Bribe" (MGM), with Robert Taylor and Ava Gardner.

IMPERIAL
"The Fighting O'Flynn" (UI), with Douglas Fairbanks Jr., and Helena Carter.

LOEW'S
"The Barkleys of Broadway" (MGM), Technicolor, with Fred Astaire and Ginger Rogers.

ORPHEUM
Fifth Week. "The Champion" (UA), with Kirk Douglas and Marilyn Maxwell.

PALACE
Second Week. "It Happens Every Spring" (20th-Fox), with Ray Milland and Jean Peters.

PRINCESS
Second Week. "Knock on Any Door" (Col.), with Humphrey Bogart and John Derek.

SAINT JOHN

CAPITOL
"Kiss in the Dark" (WB), and "Night unto Night" (WB).

PARAMOUNT
"Piccadilly Incident" (MGM), with Anna Neagle and Michael Wilding.

MAYFAIR
"Monsieur Verdoux" (UA), and "Valley of the Giants" (WB).

STRAND
"I Shot Jesse James" (Cardinal), with Preston Foster and Barbara Britton.

WINNIPEG

CAPITOL
"Sorrowful Jones" (Para.), with Bob Hope and Lucille Ball.

GAIETY
Second Week. "Joan of Arc" (RKO), Technicolor, with Ingrid Bergman and Jose Ferrer.

MET
"Take Me Out to the Ball Game" (MGM), Technicolor, with Esther Williams and Gene Kelly.

ODEON
Second Week. "The Life of Riley" (UI), with William Bendix and Rosemary DeCamp.

CALGARY

CAPITOL
"Command Decision" (MGM), with Clark Gable and Walter Pidgeon.

GRAND
"The Fighting O'Flynn" (UI), and "Man-Eater of Kumaon" (UI).

PALACE
"One Sunday Afternoon" (WB), Technicolor, with Dennis Morgan and Dorothy Malone.

VANCOUVER

CAPITOL
"The Barkleys of Broadway" (MGM), Technicolor, with Fred Astaire and Ginger Rogers.

ORPHEUM
"Streets of Laredo" (Para.), Technicolor, with William Holden and Mona Freeman.

PLAZA
Second Week. "Outpost in Morocco" (UA), and "About Face" (SARO).

STRAND
Second Week. "It Happens Every Spring" (20th-Fox), with Ray Milland and Jean Peters.

VOGUE
"Blue Lagoon" (EL), Technicolor, with Jean Simmons and Donald Houston.

STUDIO
Second Week. "Barber of Seville" (SARO), with Ferruccio Tagliavini and Nelly Corradi.

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